

ABSTRACT OF THE DISCLOSURE

In the case where time gradation is implemented, there is provided a drive method for a passive drive type light emitting display panel by which an excellent gradation expression can be realized without subdividing intensity resolution so much. Provided is an intensity increase period in which the light emission intensity of a light emitting element is gradually increased allowing the light emission intensity to reach a constant intensity state within a predetermined period from a scan start in one scan period or an intensity decrease period in which the light emission intensity of the light emitting element is gradually decreased from the constant intensity state within a predetermined period which is immediately before the completion of the scan period. Since the intensity can be found by time integral calculus for the light emission response, in the case where the intensity increase period and/or the intensity decrease period is provided, a minimum time resolution in one scan period can be set largely, and it becomes unnecessary to increase the clock speed.